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**U.S. EMBASSY BRASILIA  
PUBLIC AFFAIRS SECTION  
COOPERATIVE AGREEMENTS PROGRAM  
Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Speaker and Specialist Program for Brazil

Funding Opportunity Number : DOS-Brazil-PAS-FY 21

**CFDA Number:** 19.040 - Public Diplomacy Programs

**Date Opened:** 05/17/2021

**Contact:** Grant Applications Manager, U.S. Embassy Brasilia

**Email:** brazilgrants@state.gov

**Application Deadline:** 06/16/2021

**Total Amount Available:** Up to USD \$100,000

**Executive Summary:**

The U.S. Embassy Public Affairs Section in Brasilia announces an open competition to support the U.S. Speaker Program in Brazil. Through this cooperative agreement, the U.S. Embassy Public Affairs Section in Brasilia plans to support approximately 30-60 traveling and virtual programs, engaging all priority regions of Brazil.

Strictly subject to the availability of funds, the U.S. Embassy Public Affairs Section in Brasilia expects to select one program implementer for a grant award up to USD \$100,000.

**Given the current uncertainty related to the ability to travel and host in-person events, we are requesting proposals that allow for scaling up/down of activities and that provide virtual alternatives to in-person programming.**

Applicants may submit only one proposal under this competition. If multiple proposals are received from the same applicant, all submissions will be declared ineligible and receive no further consideration in the review process

Authorizing legislation, type, and year of funding: Funding authority rests in the Smith-Mundt Act and Fulbright Hays Act. The source of funding is FY 2021 Public Diplomacy Funding.

**Section I**

**Funding Opportunity Description:**

The U.S. Embassy Public Affairs Section in Brasilia is soliciting proposals for a cooperative agreement that falls into the area specified in Section II below from non-governmental organizations and other legally-recognized non-profit institutions that meet U.S. and, for Brazilian organizations, Brazilian technical and legal requirements



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to develop and implement educational and cultural programs. Information about the Public Affairs Section can be found at: <http://br.usembassy.gov/>.

## **Section II**

### **U.S. Speaker and Specialist Program for Brazil:**

This program will connect U.S. experts with Brazilian audiences and institutions on topics of strategic importance to the United States. Programs are conducted in-person and/or through virtual engagement platforms, proposals should outline how an organization will address both options. Traveling programs generally range from four days to one week in length. Virtual programs usually take place on a single specified date and time and may be part of a continuing series. The U.S. Speaker and Specialist Program will promote an understanding of U.S. strategic priorities, policies and institutions; and build linkages between U.S. and Brazilian experts and institutions. Speakers will address topics identified by the Brasilia Public Affairs Section that will advance its strategic goals. Speakers will be programmed with a variety of professional audiences at a wide range of Brazilian institutions.

Six critical strategic areas in which the recipient should be prepared to identify and recruit experts will include:

1. Climate change, environmental protection, and renewable energy
2. Diversity, Inclusion, Social Justice, including women's empowerment
3. Entrepreneurship and innovative, inclusive economic growth, and trade
4. Science, technology, engineering and math (STEM) fields
5. Foreign policy and international affairs
6. Journalism (best practices), misinformation/disinformation, and digital literacy

At the discretion of the Brasilia Public Affairs Section, experts in other areas of Mission priority may also be identified to be included in this project, possibly including education, culture, and the arts. However this project will not include recruitment and programming of performing arts groups to tour Brazil. In the case that U.S. Mission Brazil identifies the expert, the recipient will not provide recruitment services but will provide all other logistical and administrative support required for the expert's travel to Brazil or virtual participation in an event.

### **1) Recipient's Role:**

a) Based on specific topics within the strategic priority parameters provided by Brasilia Public Affairs Section, the recipient will research and provide names, with justifications, as requested, of U.S. experts, who are willing to travel to Brazil. The recipient's role includes, but is not limited to, contacting professional organizations, reviewing biographical information, conducting online searches (e.g. YouTube videos that provide evidence of speaking ability) and checking references. Resumes for potential speakers should be forwarded to the Mission for review and approval.



b) Contact speakers identified by Brasilia Public Affairs Section. The recipient's role includes, but is not limited to, contacting the identified individual, liaising with them on their interest in and availability to travel to Brazil, reviewing biographical information, conducting online searches (e.g. YouTube videos that provide evidence of speaking ability) and checking references. For virtual programs that will include no travel, the recipient will also be responsible for logistical arrangements including providing an appropriate virtual platform, interpretation and closed caption (if required), design of landing page, conducting pre and post event surveys and recording of the event.

c) Process all necessary logistical arrangements for speakers to travel to Brazil, as directed by Brasilia Public Affairs Section. Arrange ticketing in accordance with the Fly America Act, as directed or approved by Brasilia Public Affairs Section, and arrange visa, lodging, per diem, cash advances and other logistics such as travel insurance and required immunizations for international and Brazil domestic travel (includes flight and ground transportation) as necessary or directed. This may occasionally involve changes to itineraries at the last minute.

d) The recipient will request and obtain a summary report (in accordance with guidelines provided by Brasilia Public Affairs Section) from the speaker after the program is completed and then forward as submitted (i.e., unedited) to Brasilia Public Affairs Section.

e) As directed by Brasilia Public Affairs Section, organize any pre or follow-on activities, such as web chats, short videos with the speakers, pre- or post-trip press engagement, and other similar amplification events.

f) Provide miscellaneous administrative support for speakers as requested by Brasilia Public Affairs Section.

g) Include funding for interpretation, closed caption services, design of event landing page and an online platform for streaming both in person and virtual programs.

## **2) U.S. Government Role (through Public Affairs Section, Brasilia)**

a) Brasilia Public Affairs Section offers a brief summary of the substantive goals for the program and the type of speaker desired. Brasilia Public Affairs Section approves the selection of speakers from a short list or specifically identified individual candidates provided by the recipient. In some cases, Brasilia Public Affairs Section will identify the requested American expert and provide contact information, if available, to the recipient.

b) Brasilia Public Affairs Section determines the arrival and departure dates for each participating post, sets program duration and schedule, and identifies constraints such as local holidays or weekends. Mission Brazil, through Brasilia Public Affairs Section or other Mission Public Affairs Sections, supports the traveling expert with staffing and programmatic support in Brazil.



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- c) Brasilia Public Affairs Section explains program purpose and desired outcomes. Confirms topics and types of events at which the speaker will participate. Provides background on institutions that will be involved. Identifies cities the speaker will visit and the duration of stay in each city.
- d) Makes final decision to match audiences with the speaker's qualifications.

### **Section III. Award Information:**

1. Funding Type and Amount: Cooperative Agreement or Grant  
Minimum ("Floor") Award Amount: \$80,000 Maximum ("Ceiling") Award Amount: \$100,000. For budget purposes, please estimate costs for three in person scenarios including as many virtual speakers programs as possible with the balance of funds in each scenario: 1) 10 in person speakers, 2) 15 in person speakers and 3) 20 in person speakers

For all budgets please use a representative in person program of 7 days (2 international travel days and 5 program days) and assume the program will occur in two different locations in Brazil. Please use an average per diem rate (lodging plus meals and incidental expenses) of \$400 per day. Use an honorarium of USD \$200-300 per working day in your budget proposal. Be sure the budget includes other normal categories of expense for international travel, e.g., visa, insurance, immunizations, etc. Budgets should also include USD \$250 per trip for cultural materials to cover expenses such as books and materials related to the expert's visit that would be distributed to target audiences as well as interpretation. For representative virtual programs please include one program day and one media day as well as logistical arrangements including a virtual platform, interpretation and closed caption services (if required), design of event landing page, and recording of the event.

The recipient should be prepared to identify and recruit experts for approximately no fewer than 5 speaker programs. For the programs in which U.S. Mission Brazil identifies the traveling expert, the recipient will provide full logistical and administrative support.

The U.S. Embassy Brasilia Public Affairs Section reserves the right to award less or more than the funds described under circumstances deemed to be in the best interest of the U.S. government.

2. Project and Budget Periods: Brasilia Public Affairs Section contemplates a two-year period of performance for this project of up to 20 in person and 40 virtual speakers, Brasilia Public Affairs Section will entertain applications for continuation of cooperative agreements funded under these awards, within and beyond the initial budget period, on a noncompetitive basis, subject to availability of funds, satisfactory



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progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

#### **Section IV. Basic Eligibility Information:**

1. Non-profit. The U.S. Embassy Brasilia Public Affairs Section only accepts applications from U.S. and Brazilian organizations that are legally registered not-for-profit non-governmental organizations with at least two years of experience working with an expert speaker program.
2. Proper and complete registrations and rights: Applicants must acquire all required registrations in the United States and/or Brazil. All intellectual property considerations and rights must be fully met in the United States and Brazil. Local Brazilian partners (including sub-grantee) must have a valid Cadastro Nacional de Pessoas Juridicas (CNPJ) number from the Government of Brazil.
3. Additional requirements may apply.

#### **Section V. Application Submission and Deadline:**

1. Register: Organizations not registered with grants.gov should register well in advance of the deadline. It can take weeks to finalize registration (sometimes longer for non-U.S. based organizations) to get the required registration numbers. To register with grants.gov, organizations must receive a DUNS number and register with the SAM.gov.
2. Submit proposal: Proposals must be submitted to Brasilia Public Affairs Section via the following email address: [brazilgrants@state.gov](mailto:brazilgrants@state.gov). The subject line of your email must be as follows: "Your organization's name –DOS BRAZIL PAS-FY 21U.S. Speaker and Specialist Program ."

Pursuant to U.S. Code, Title 218, Section 1001, stated on OMB Standard Form 424 (SF-424), Department of State is authorized to consolidate the certifications and assurances required by Federal law or regulations for its federal assistance programs. Please refer to the link below for a list of certifications and assurances:

<http://www.grants.gov/web/grants/forms/sf-424-family.html#sortby=1>

3. English: Applications are accepted in English only. Final grant agreements and any subsequent amendments will be concluded in English only.
4. Proposal plus SF-424: When submitting a proposal, applicants are required to fill out a detailed budget and the Federal Assistance Application Standard Form 424. See two attachments "U.S. EMBASSY BRASILIA GRANTS PROPOSAL TEMPLATE" and "SF-424." While the grant proposal format is somewhat flexible, we recommend you use the template as a starting point, and add additional information as necessary.



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Please insert “Your organization’s name – DOS-Brazil-PAS- FY 21 – U.S. Speaker and Specialist Program ” in the header, along with page numbers, on every page of your application. Proposals should be no longer than 15 pages. At the minimum, proposals should include:

**Cover sheet:** Provide an executive summary of the project description (no more than one page) with reference to the amount and duration of the funding request.

**Description and justification:** Applicants must submit a full description of the organization and project, including goals, objectives, and operations. Include résumés for project partners and key personnel. List those organizations, cooperating entities, consultants, or other key individuals who will work on the project, along with a short description of the nature of their effort or contribution. Describe the organization’s previous experience with similar projects.

**Activities:** Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Account for all functions or activities identified in the application. Cite factors that might accelerate or slow down the work and state reasons for taking the proposed approach rather than alternatives. Describe any unusual features of the project, such as design or technological innovations, reductions in cost or time, or extraordinary social and community involvement.

**Accomplishments, monitoring, evaluation and risk assessment:** Describe how you plan to monitor the progress of the project, and determine overall success and impact of the program. Describe anticipated risks to the project and how the organization intends to manage or mitigate them.

**Budget:** Provide a detailed budget of every cost associated with the project. The more information and detail that you provide about the proposed budget, with a budget narrative, the better we can determine the viability and completeness of your proposal. For the budget line item “indirect costs” or “administrative overhead,” any figure you provide without a specific breakout will be returned for additional information or rejected. If your organization has an approved “Negotiated Indirect Cost Rate Agreement” or NICRA, please note that on your application and provide supporting documentation.

## **Section VI. Review and Selection Process:**

1. **Criteria.** Each application submitted under this announcement will be evaluated and rated on the basis of the criteria enumerated in Section VII below. The criteria are designed to assess the quality of the proposed project, and to determine the likelihood of its success. The criteria are closely related and are considered as a whole in judging the overall quality of an application.

Applications will be reviewed on the basis of their fullness, coherence, clarity, and attention to detail. Points are awarded only to applications that are responsive within the context of this program announcement.



2. Acknowledgement of receipt. Applicants will receive acknowledgment of receipt of their proposal. A technical review panel will review the proposal and, based upon the criteria noted below, assess the general qualification. A qualitative determination will be made regarding the program's proposed area of activity and the Mission's strategic goals, and those proposals that are deemed to be the best fit will be given additional consideration. A proposal that is approved but not funded will be kept on file for one year should the panel wish to reconsider, or if additional resources become available.

3. Follow up notification. Organizations whose applications were not approved or funded will be notified by email.

### **Section VII. Application Evaluation Criteria:**

1. Organizational Experience: Applicant's experience and understanding of the U.S. speaker and specialist program, international logistics such as visa applications, and its detailed description in the proposal. (25 points)

2. Budget and narrative justification: The budget and narrative justification are complete and reasonable in relation to the proposed activities and anticipated results. The plan for services and related cost estimates is realistic. (25 points)

3. Organizational capacity: The organization demonstrates expertise in identifying speakers and arranging logistics for the program. Where project partners are included, the applicant details each partner's respective role, provides partner organization information and résumés for all persons responsible for the project and its financial administration. (25 points)

4. Flexibility: Demonstrated ability to be flexible in face of international program operations, make multiple last minute changes and still deliver successful programs. (15 points)

5. Monitoring and evaluation: The applying organization describes how to monitor progress of the program, and determine its overall success and impact of the program. (10 points)

### **Section VIII. Award Administration:**

1. Award notices: The grant award or cooperative agreement shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer cooperative agreements and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. The grantee is likely to interact mostly with a Grant Officer Representative (GOR).

2. Anticipated time to award: Applicants of successful proposals will generally be notified within 30 days after the submission deadline. A "successful proposal" does



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not commit either the U.S. government or the applicant, until a grant document has been completed, signed and funds officially obligated.

3. Reporting requirements: All awards issued under this announcement require both programs and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner. All other details related to award administration will be specified in the award agreement. The point of contact for questions or issues related to the administration of the grant will be specified in the award agreement.